

New Futures: New Dates

IDS

**Interior
Design
Show** **Apr 7-10
2022
Toronto**

[InteriorDesignShow.com](https://www.InteriorDesignShow.com)

New Futures:

IDS20 saw
53,000+ visitors:

14,700 Trade
30,000 Consumer
7,000 Party
400 Media

The Interior Design Show returns in April 2022

IDS will launch its 2022 series of events with its flagship event, IDS Toronto taking place April 7-10.

The new spring dates for IDS Toronto were chosen in conjunction with key stakeholders in the industry. This year we explore **New Futures** which will reflect Canadian design within a global context and be a catalyst for new ideas, new solutions, and new expression.

At IDS we connect leading brands like yours with the industry shapers and thought leaders who are at the forefront of growth.



Toronto is among the most high-tech cities in the world. Toronto's tech sector has grown by over 25% in 2019 and in 2020 – adding over 40,000 new jobs.

Toronto has the most high-rise buildings under construction in North America.



Toronto has the highest crane count in North America, home to 43% of cranes.

Close to 700,000 first time buyers will target the GTA area over the next decade.



Toronto has one of the most secure banking systems in the world.

Toronto continues to rank among the top seven most livable cities in the world and 7th for readiness embracing a sustainable future.



84% of Canadians believe renovation is a sure way to improve their home's value.

Renovation spending in Canada will continue to climb steadily through to 2030.



Design is an over \$7 billion industry in Canada.

**IDS attracts a global crowd where speakers
have hailed from over 20 countries.**



**Sir David
Adjaye**



**Jonathan
Adler**



**Ini
Archibong**



**Yves
Béhar**



**Dror
Benshetrit**



**Lee
Broom**



**Martyn
Lawrence
Bullard**



**Giulio
Cappellini**



**Darryl
Carter**



**Rafael de
Cárdenas**



**Douglas
Coupland**



**Akanksha
Deo Sharma**



**Tom
Dixon**



**Nipa
Doshi**



**Winka
Dubbeldam**



**Craig
Dykers**



**Frida
Escobedo**



**Brad
Ford**



**Michael
Ford**



**Alexa
Hampton**



**Jaime
Hayon**



**Kat
Holmes**



**Bjarke
Ingels**



**Kathryn
Ireland**



**Suhair
Khan**



**Ryan
Korban**



**Amy
Lau**



**Bryan
Lee**



**Piero
Lissoni**



**Jean Marie
Massaud**



**Jürgen
Mayer H.**



**Patrizia
Moroso**



Neri&Hu



**Amanda
Nisbet**



**Jay
Osgerby**



**Byron &
Dexter Peart**



**Joshua
Prince-Ramus**



**Yabu
Pushelberg**



QuestLove



**Karim
Rashid**



**Oki
Sato**



Snarkitecture



**Michael
Sørensen**



**Studio
Job**



**Patricia
Urquiola**



**Ben
Van Berkel**



**Marcel
Wanders**



**Bethan
Laura Wood**



**Michael
Young**



**Nika
Zupanc**



"I am especially excited about Canadian design because you can really see the merging of the diversity of the culture of the population. It's very rich. Canada is the world. You see how design from every origin comes together to create something unique – that's so fantastic."

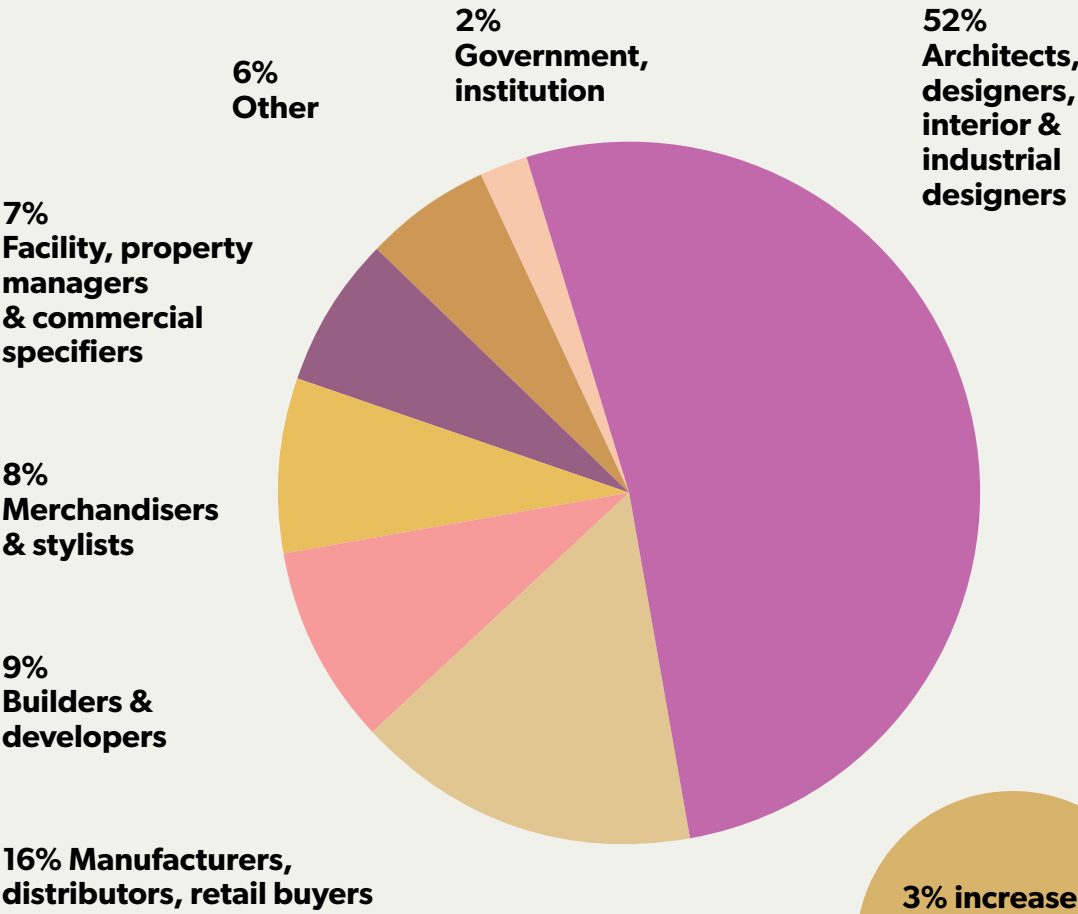
Francis Kéré,
Kéré Architecture



very precious. I'm not waste it. I want to show
talk about what I'm sim. This is what I will do

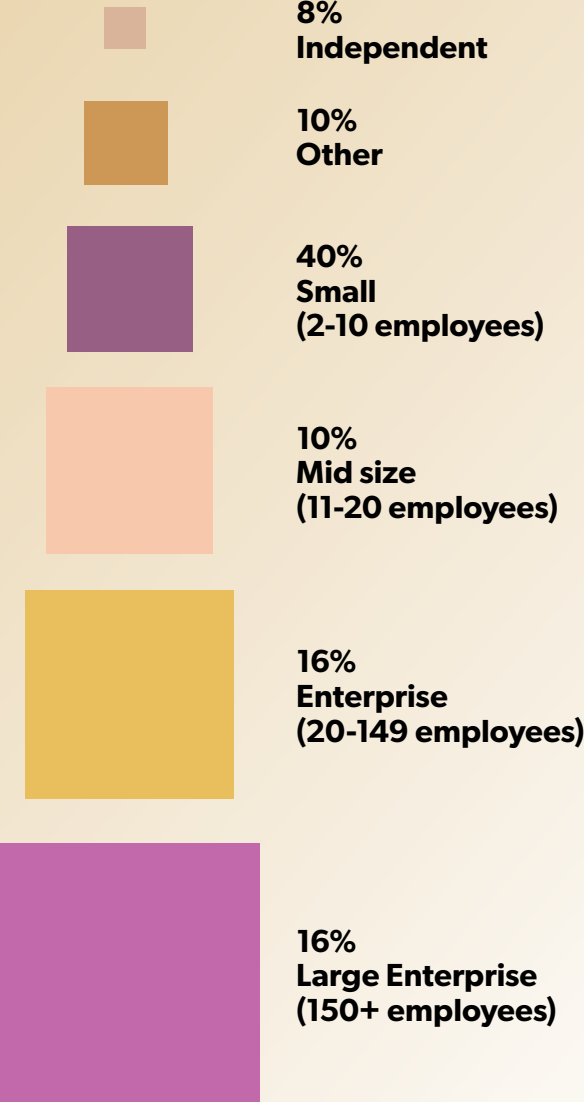
Trade

Trade Audience



3% increase of manufacturers, distributors and retail buyers

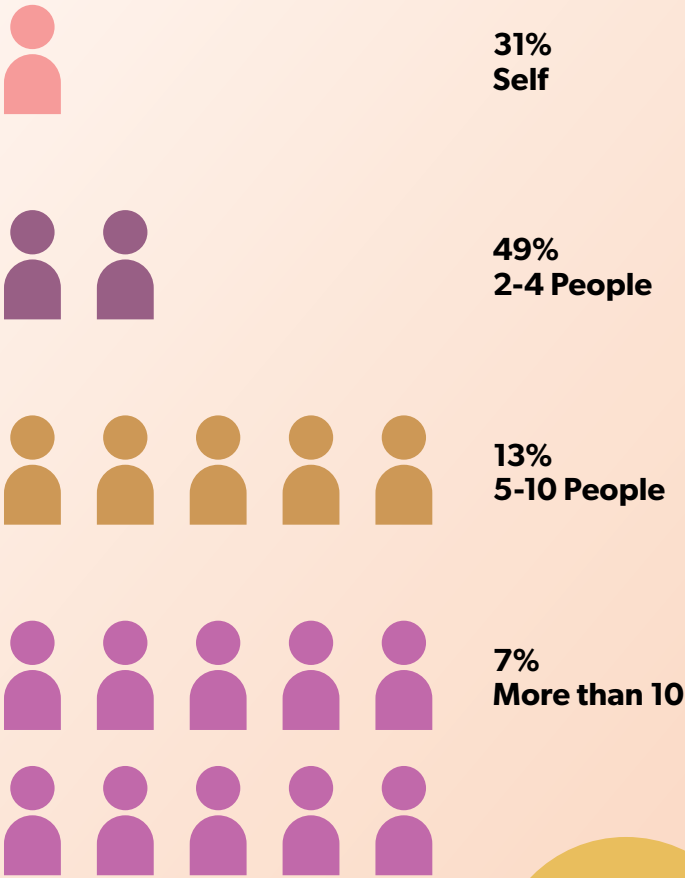
Size of Company



Overall increases in mid to large enterprise companies attending the event

Trade

Visiting Party Size



Overall increase in larger teams attending the event

Objectives for Attending the Show This Year

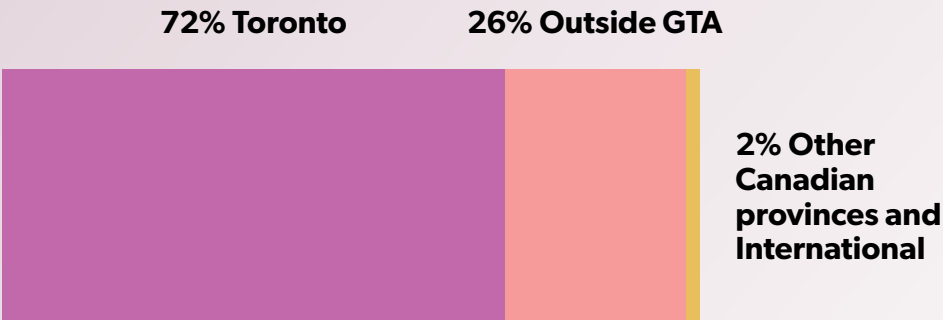


Trade

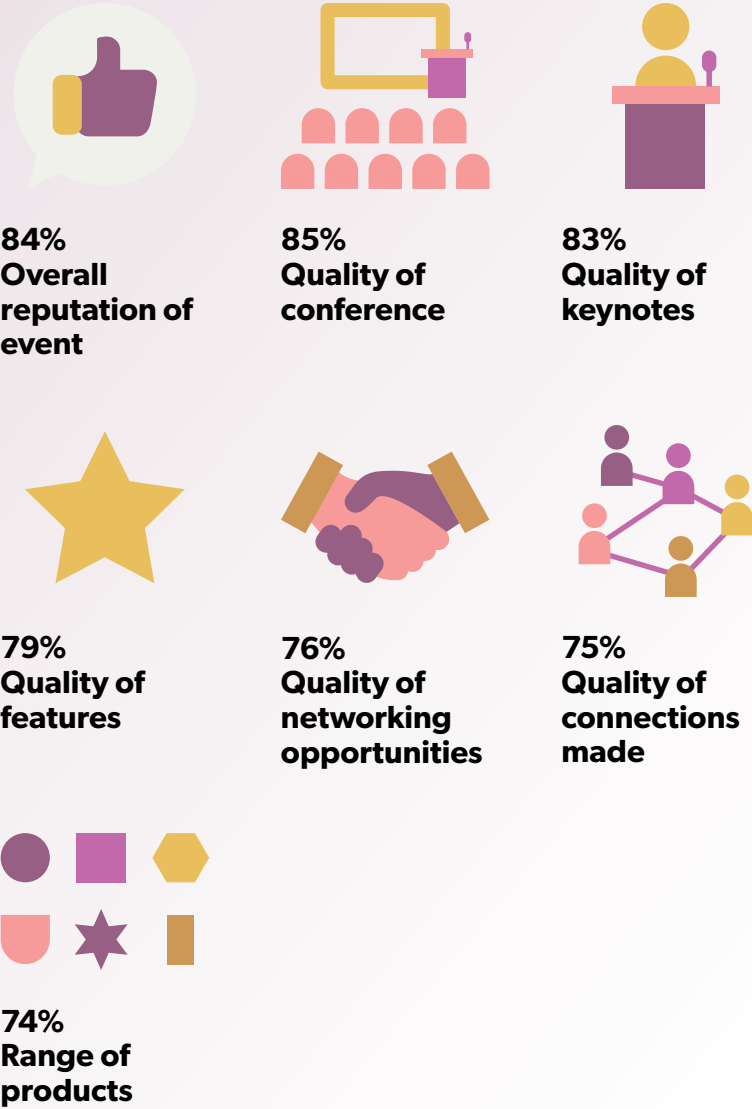
Objectives for Attending the Conference This Year



Where Do Our Trade Attendees Come From?



What Influenced the Decision to Come





"The last couple years have taught us a lot about connecting virtually but there is still no substitute for the relationship building, collaboration and innovation that can happen when teams and partners are in person. This is one of many reasons Caesarstone is looking forward to connecting with current and potential customers, industry friends and the design-community-at-large at both IDS 2022 shows. We hope to see everyone there."

**Ken Williams,
President of Caesarstone
North America**

Jonathan Adler is sitting on a white, cloud-shaped sofa. He is wearing a black long-sleeved shirt with white stripes on the sleeves and white pants. He is smiling and has his hands clasped. Behind him is a white pillow with a colorful rainbow design. The background features a large, circular, textured light fixture with a purple and white concentric circle design. To the left, there are two tall, silver vases with red, feathery plants. The overall setting is a modern, minimalist interior with a light blue wall.

"IDS is the premier design show in the world. Working with Caesarstone on this amazing booth has been a design dream come true"

Jonathan Adler

Trade

How Many Times Have They
Visited IDS in the Past 5 Years

28%

First Time

51%

2-5 Times

21%

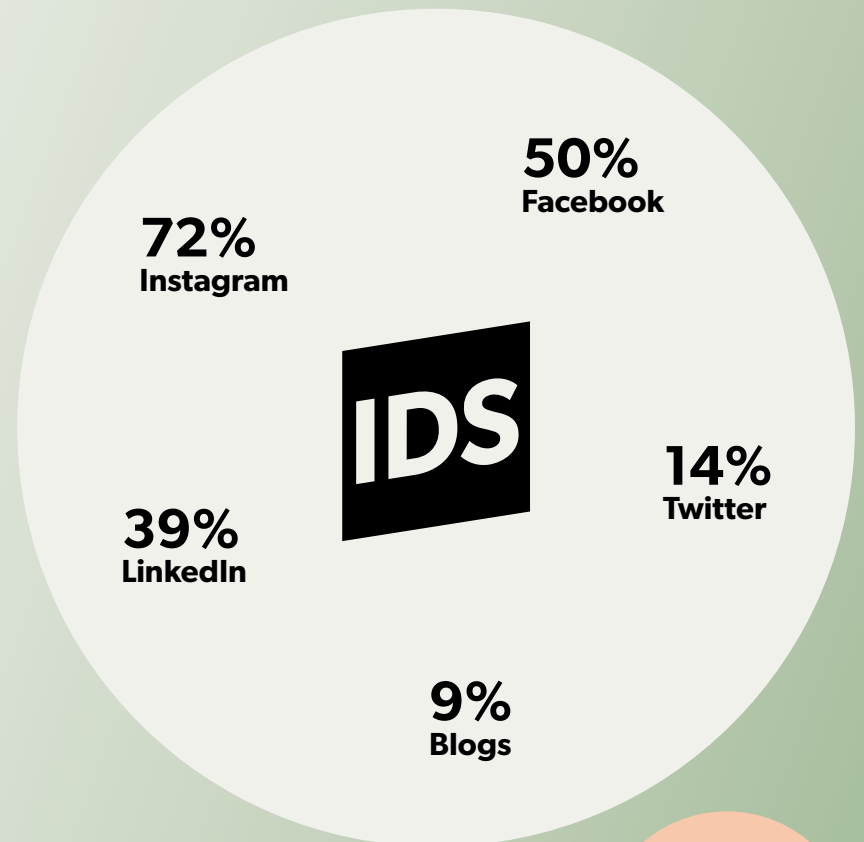
Every Year

First time
increased by 4%
2 -5 times
increased by 3%

55%

of attendees use IDS as
their only event to
source and learn about
industry trends

Social Media They
Follow Us On



Overall
increase in
Instagram
& LinkedIn

Trade

Conference

93%

State that they would recommend the conference program to their peers and friends

74%

Are likely to attend the conference the following year

Show

89%

State that they would recommend the event to their peers and friends

83%

Are likely to attend IDS Toronto the following year

74%

Consider the exhibition important to them and their business to attend the Show

Purchasing Power


90%

of our professional attendees are decision-makers who source product and services at IDS

Over 73% have already or plan to purchase from the show

Over \$207 million will be spent on projects this year, average spend estimated at \$20,080



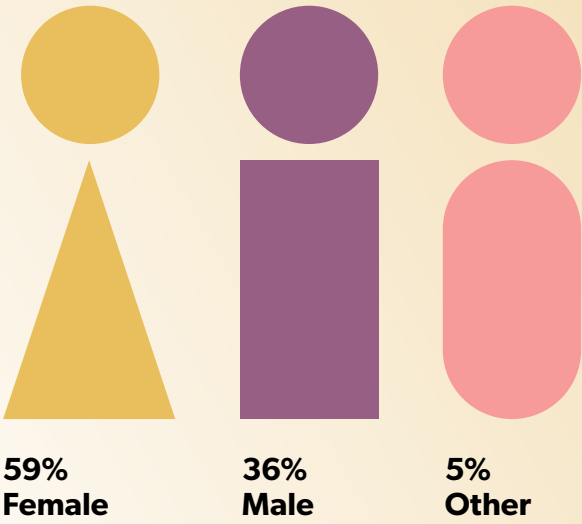
A photograph of a man and a woman at a trade show. The woman, on the left, has blonde hair and is wearing a black top and blue jeans, carrying a black shoulder bag. The man, on the right, has grey hair and is wearing a light blue button-down shirt and dark jeans. They are standing in front of a dark, reflective display panel. The man is touching the panel with his right hand. In the background, other people and trade show booths are visible under bright overhead lights.

"IDS is a premier design show for the industry. Having the separate contract division for the contract commercial business has been great because we get such a concentration of design-oriented people. We have met people today from Toronto, Winnipeg and from the States. We are already signed up for next year. The results and the traffic have been amazing. The people are engaging and without question we should have been here years ago."

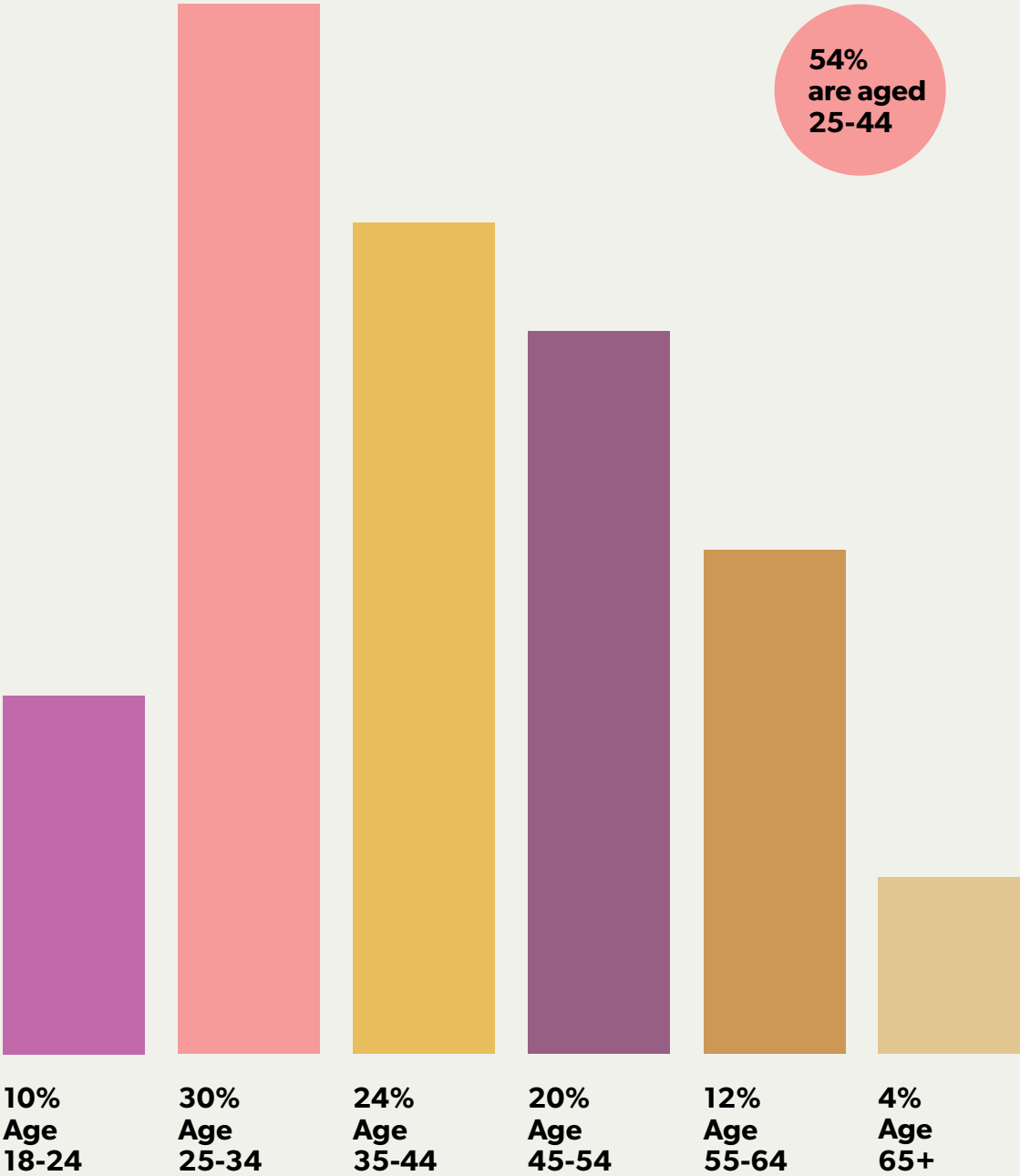
Hardwood Specialty Product

Consumer

IDS attracts design-savvy consumers to the Show floor with curated exhibits and never-before-seen features that bring together local firms and design stars from around the world

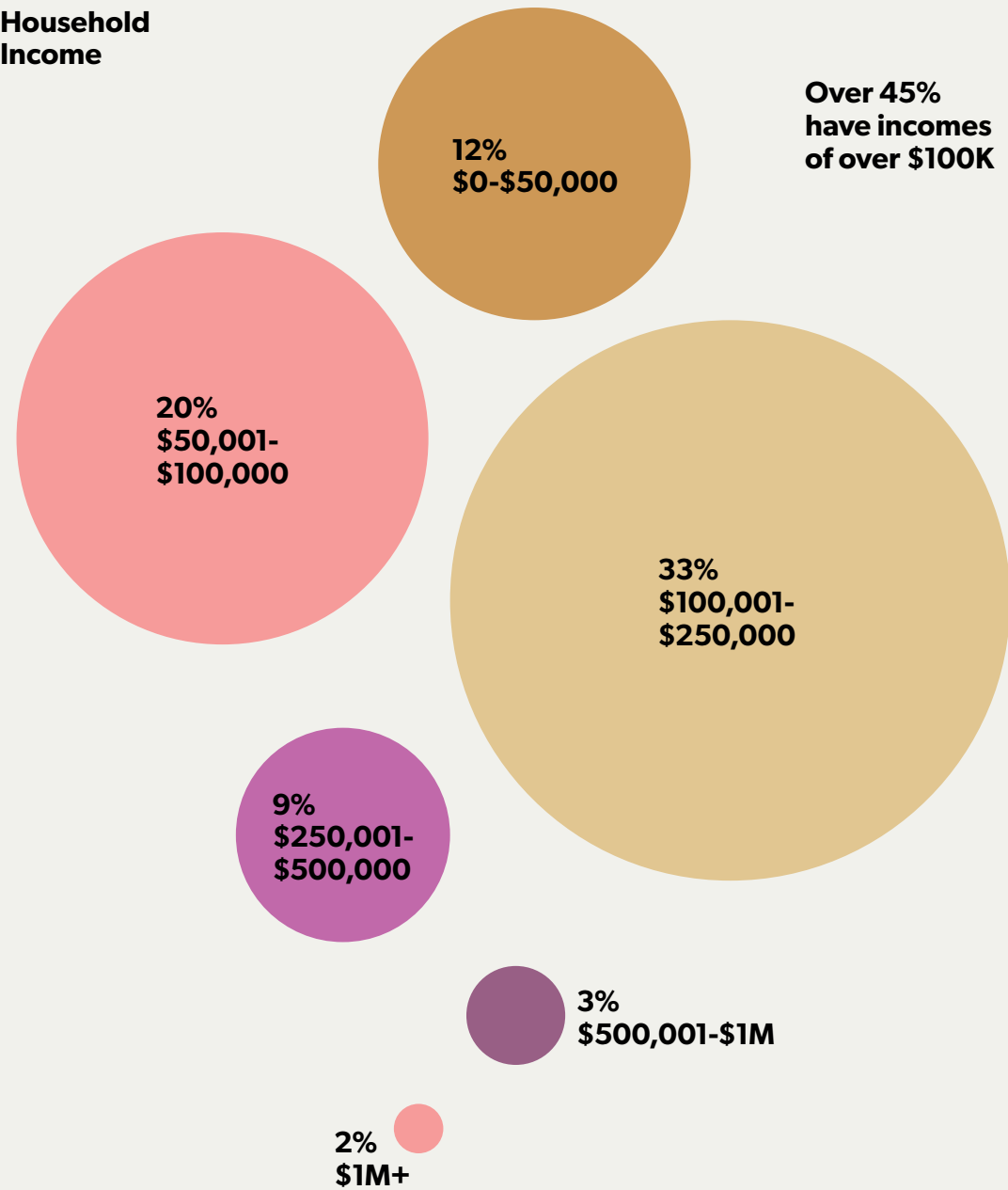


Demographics

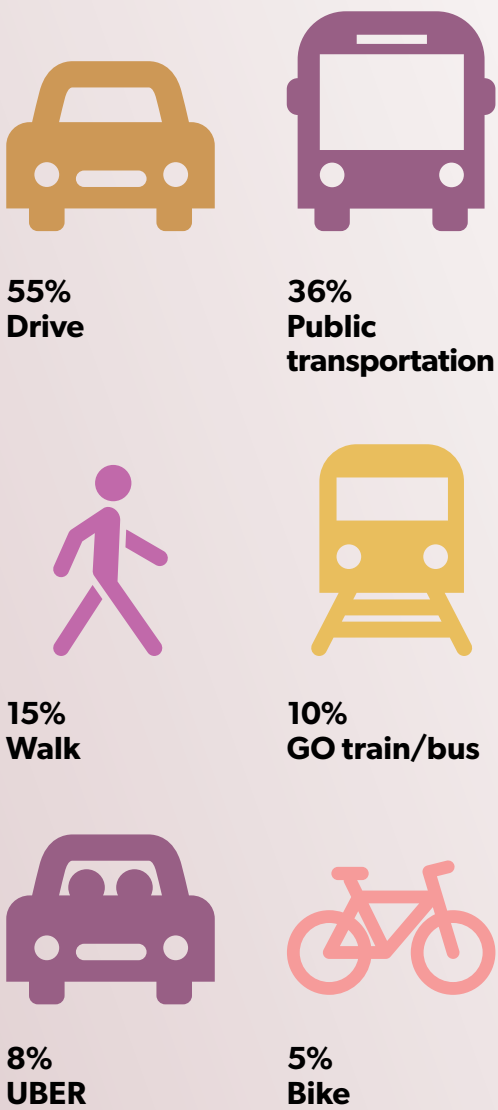


Consumer

Household Income

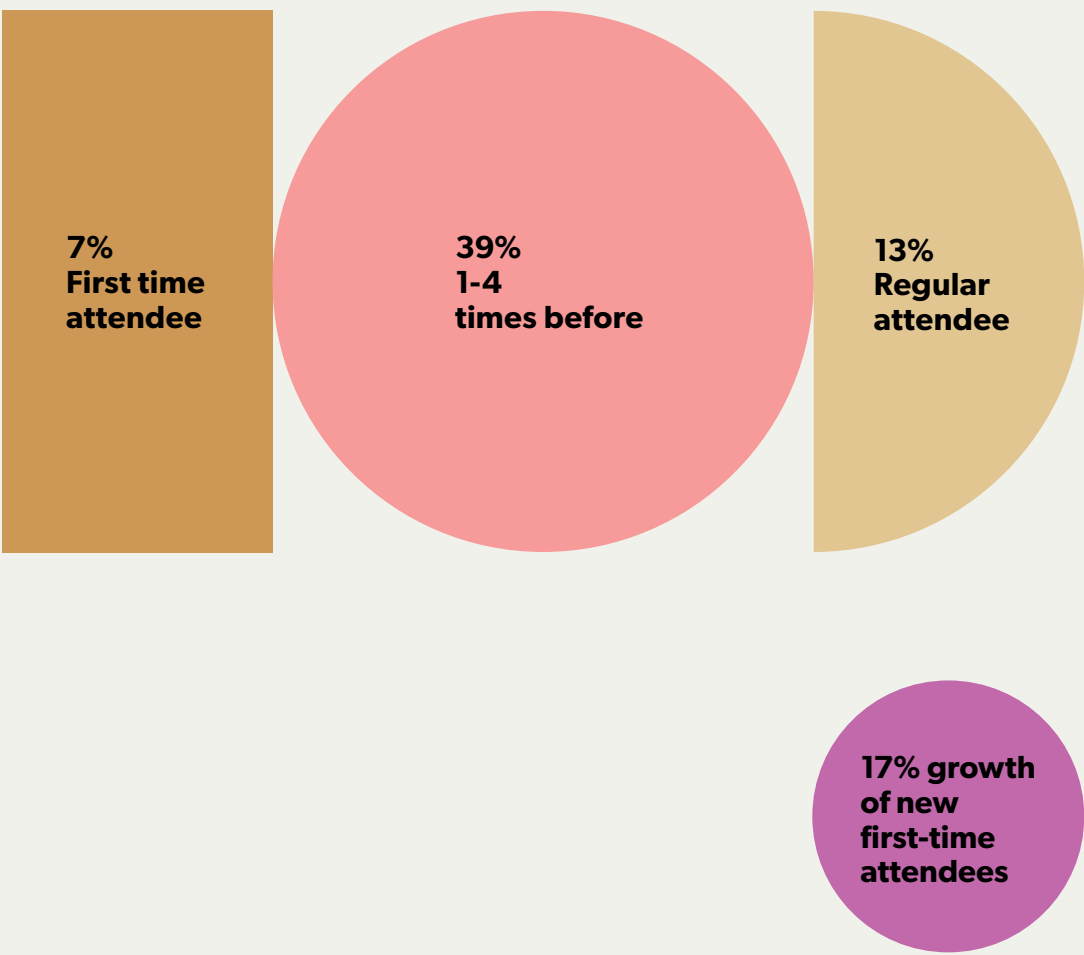


Primary Mode Of Transportation

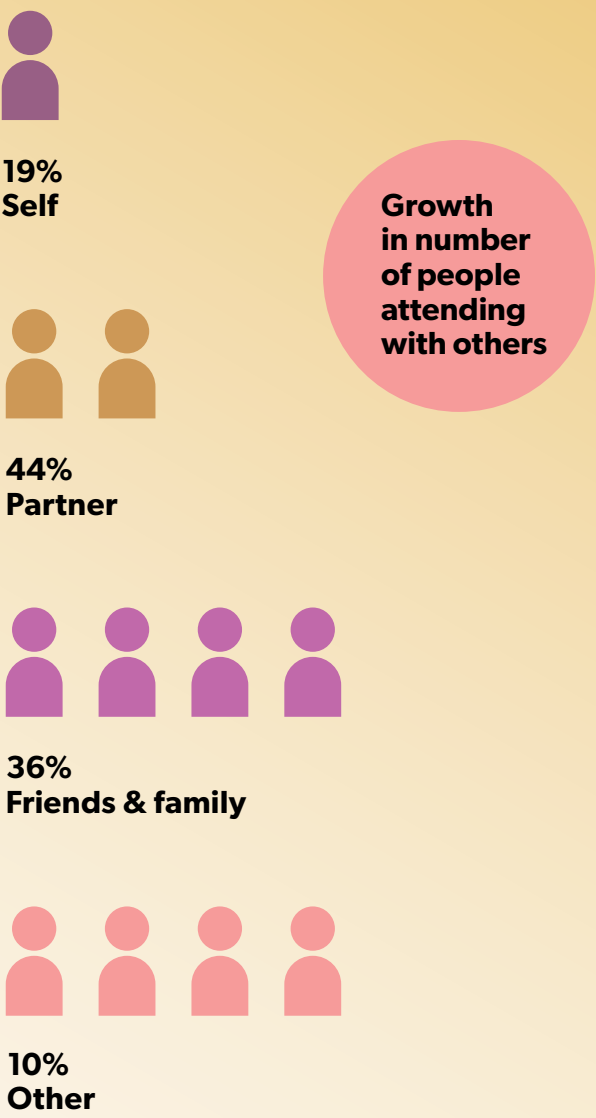


Consumer

How Often Do They Attend the Show



Who Did They Attend the Show With



Consumer

How Did They Hear About the Show

47%

Social media

43%

Word of mouth

25%

Previous attendee

8%

Online, outdoor & radio ads

8%

Advertising in publications

6%

IDS website

Social media increased by 23% from previous year

Advertising in publications decreased by 3%

IDS Audience



Instagram
35K followers



Facebook
30K fans



Twitter
54K followers



LinkedIn
9036 followers



YouTube
1.06K subscribers



Newsletter
70K Trade & 22K Consumers subscribers

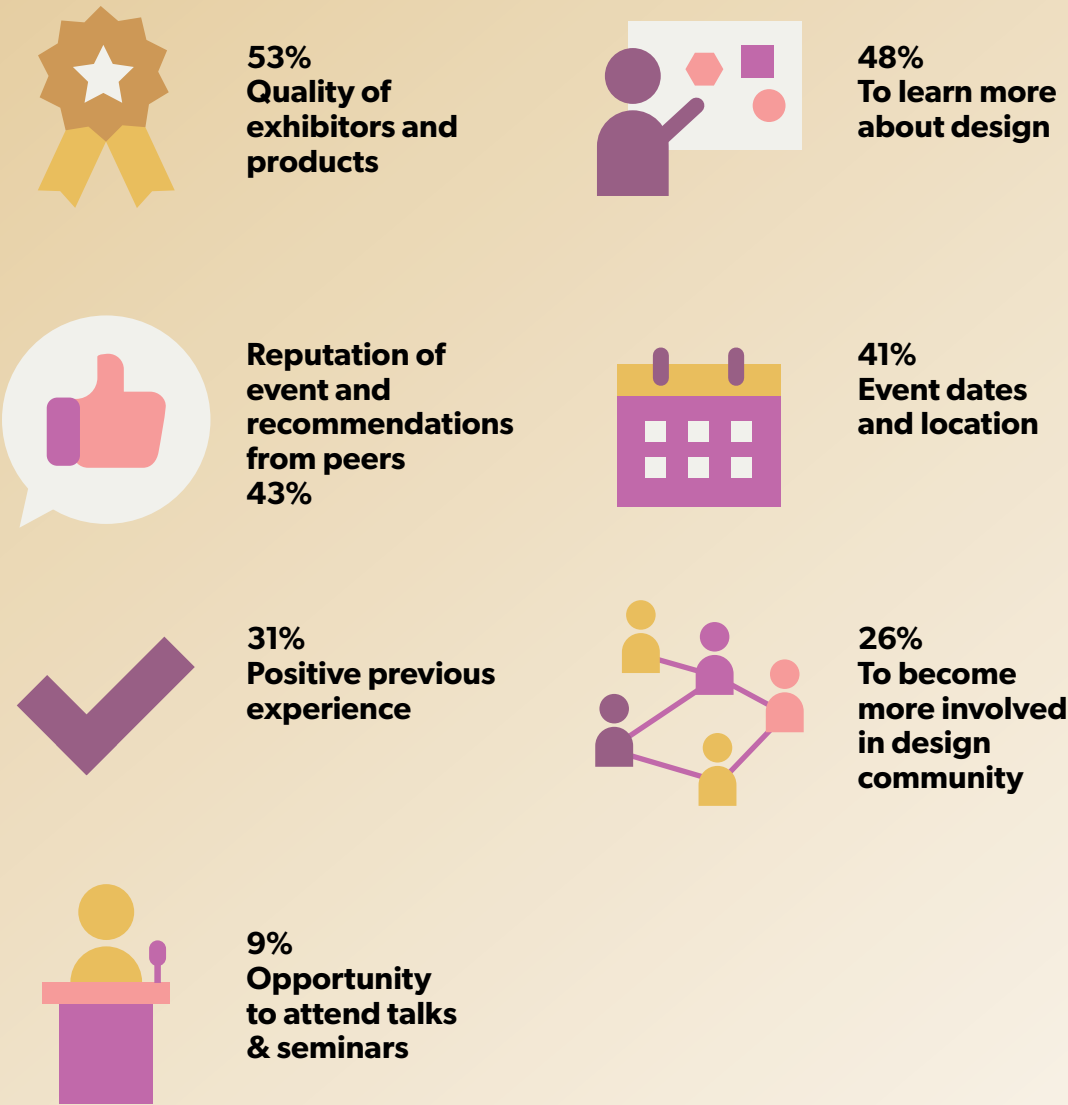
"We have had such a positive response participating in IDS, especially with the Concept home. It has allowed us to really explore concepts we would explore in client related projects but in a much freer way which has been inspiring to us. We have had so much positive response, especially from media. We have seen a shift in the mindset around design and how it relates to health and wellness and the impact on the human body. The connection has been profound and has started important conversations with the general public. That's what IDS does, it is a platform for starting these important conversations"

**Vanessa Fong,
Principal Architect,
VFAArchitect for
IDS20 Concept House**



Consumer

Which of the Following Influenced Reason for Attending



Consumer

If They Are Planning A Renovation,
What Type of Project Are They
Working On

30%
General
Interiors

20%
Kitchen

18%
Bath

15%
Redecorating

15%
Exteriors
& Outdoor

10%
Commercial
Project

10%
Basement

9%
Additions

8%
Home Office

5%
Cottage/
Secondary
Home

Products & Services That They
Are Most Interested In



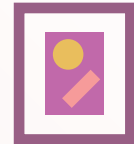
76%
Furniture



58%
Lighting



54%
Architectural
Products / Materials



54%
Accessories



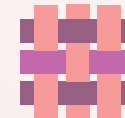
51%
Flooring



50%
Bath



46%
Surfaces



46%
Textiles



46%
Wallcovering



43%
Appliances



40%
Electronics



38%
Hardware



37%
Doors &
Windows



33%
Outdoor



"Miele is glad to be back again. The show really represented innovation, new ideas and it aligns with what Miele is all about as well. The other thing we love about partnering with IDS is the actual partnership. The IDS team is always willing to customize the program to meet our needs and it's been a great show for us in 2020."

**Kelly Lam,
VP of Marketing,
Miele**



Consumer

How Do They Prefer
to Read/Access News

65%

Digital

16%

Print

19%

No Preference

Social Media Channels
They Use Regularly



69%
Instagram



54%
Facebook



17%
Twitter



33%
LinkedIn



10%
Blogs



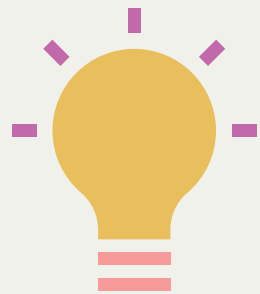
11%
Snapchat

Consumer

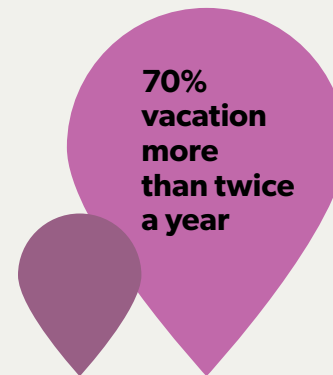
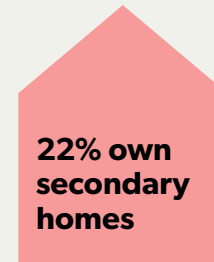
Purchasing Power

78%

will purchase something or have purchased something from IDS exhibitors within the next 12 months



Over \$246 million will be spent on planned projects this year



87%

would recommend the show to their friends

86%

will most likely return to the show in future years

"I have been involved in the show since the beginning, 22 years. It's always wonderful to participate and visit the show because we see established vendors and emerging designers and artists and it's really exciting to see what's new and happening in the world of design."

Brian Gluckstein



Media and Press

Be part of the global conversation about the future of design

Online



TV/Radio



Magazines

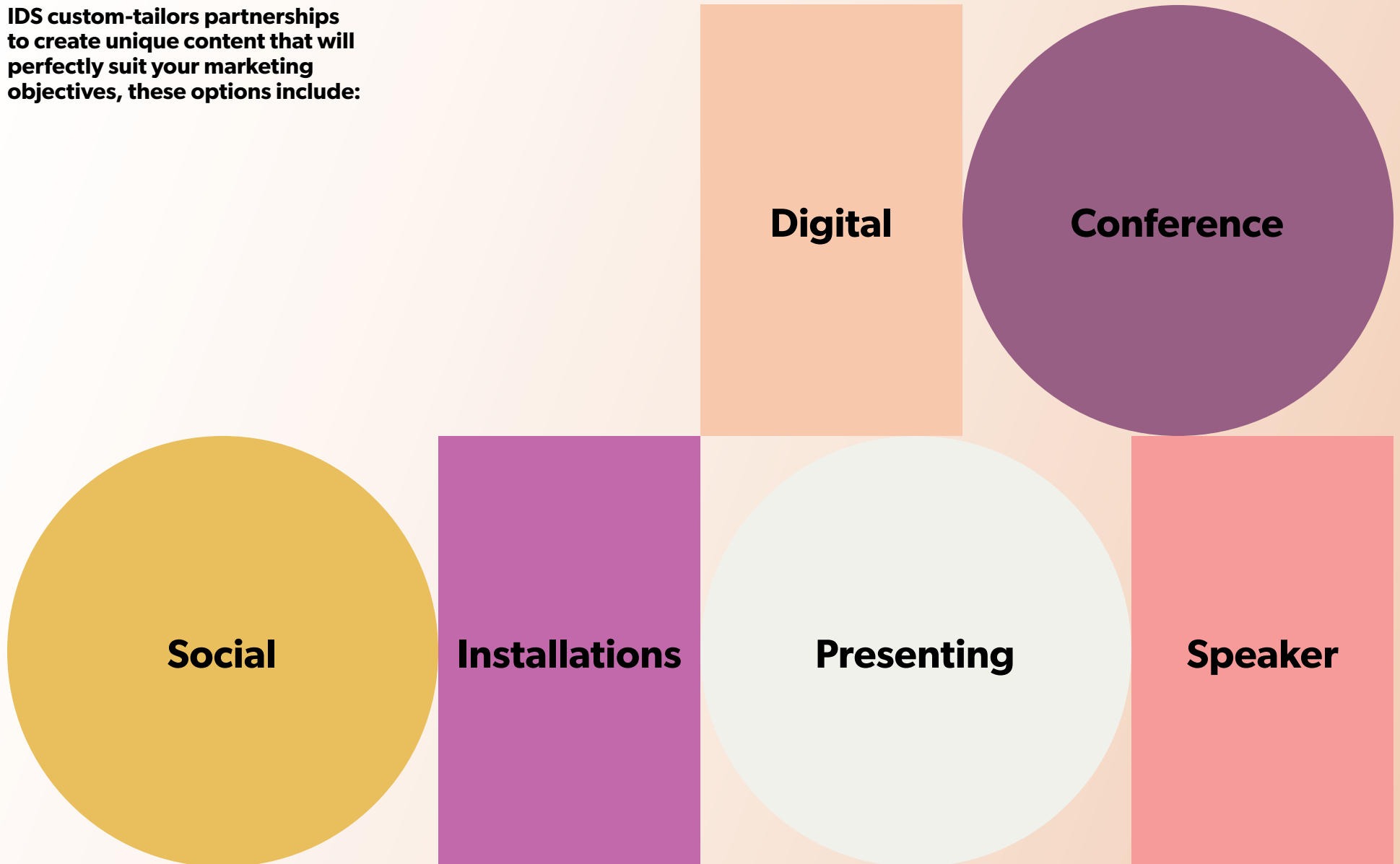


Newspapers



Sponsorship Opportunities and Partnerships

**IDS custom-tailors partnerships
to create unique content that will
perfectly suit your marketing
objectives, these options include:**



Contact IDS Toronto

Limited space and
opportunities are available

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InteriorDesignShow.com

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